

# Postgraduate Certificate

## Brand Building and Personal Branding



## Postgraduate Certificate Brand Building and Personal Branding

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates who have previously completed any of the degrees in the fields of Social, Administrative and Business Sciences. Marketing, and Corporate Communications

Website: [www.techtute.com/pk/school-of-business/postgraduate-certificate/brand-building-personal-branding](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/brand-building-personal-branding)

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# 01

# Welcome

Brand Building and Personal Branding are essential aspects to contribute to the success of companies and, consequently, of their top managers and executives. A strong brand can mean the difference between progress and failure in an increasingly competitive market. That is why creating a unique and coherent identity, as well as consistent communication of key messages, can help build customer loyalty and enhance the reputation of the company or individual. In this context, this Postgraduate Certificate program is an attractive option for professionals seeking to improve their ability to create and manage effective brands. With the Relearning pedagogical methodology and access to flexible academic resources, this 100% online degree is an excellent option for those looking to acquire practical and relevant skills in this constantly evolving field.



Postgraduate Certificate Brand Building and Personal Branding.  
TECH Technological University

“

*With this Postgraduate Certificate you will delve into the competency maps to contribute to the maintenance and updating of your personal brand"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management. It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.





“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This Postgraduate Certificate provides students with the necessary tools to create and manage successful brands. At the end of the course, the professional will have acquired practical and relevant knowledge and relevant knowledge in this constantly evolving field. In this way, they will be able to create and position a company's personal brand effectively, differentiating it from the competition. In addition, they will develop skills to manage effective communication through key messages. This will contribute to fostering customer loyalty, achieving long-term success.

“

*Master the tools to carry out communication based on a coherent and positive digital identity. Do it thanks to TECH"*



TECH makes their students' goals their own goals too.  
Working together to achieve them.

The **Postgraduate Certificate in Brand Building and Personal Branding** will enable the student to:

01

Develop the design of a digital identity strategy that helps to project an image coherent with the brand's values

02

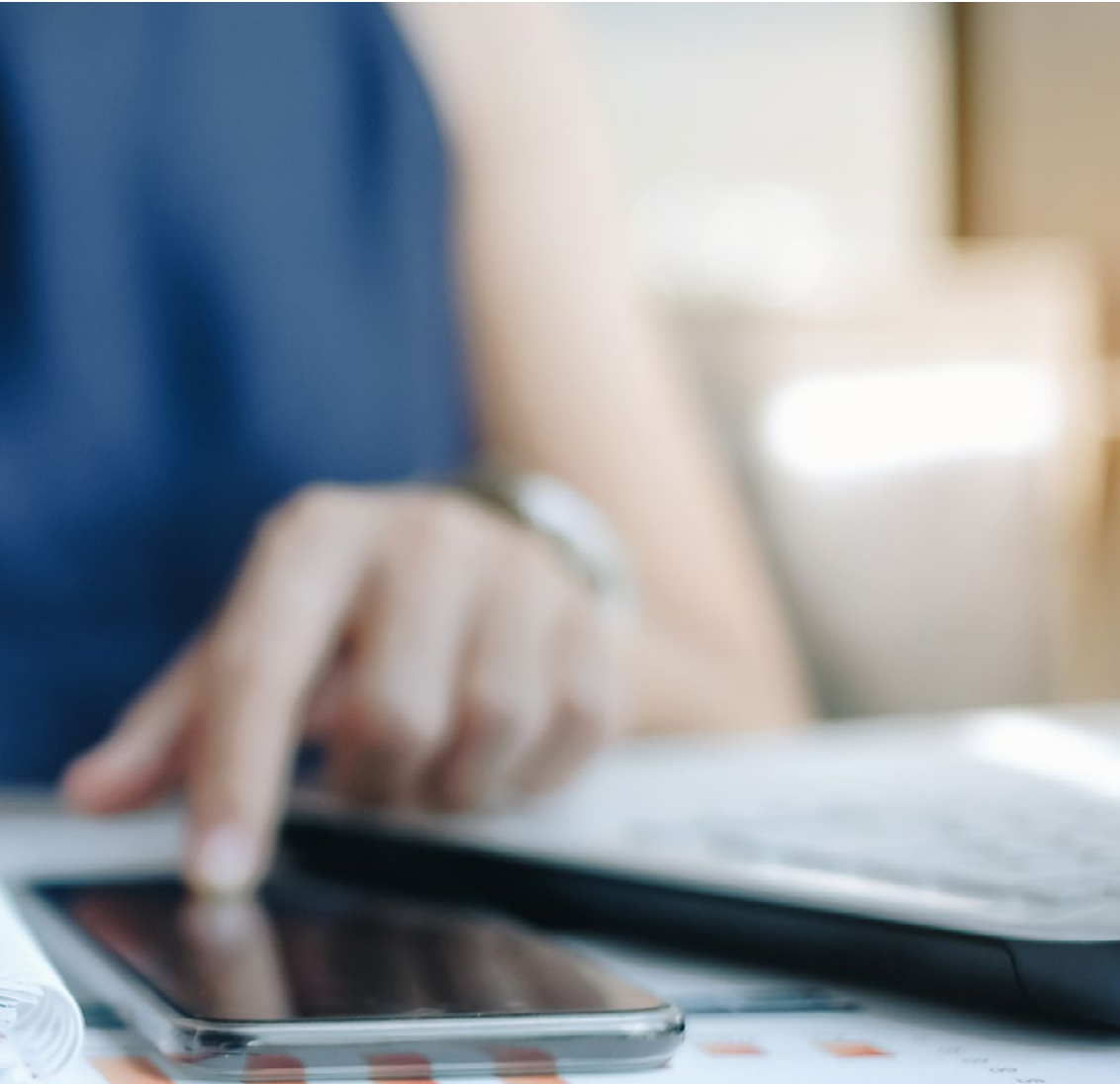
Identify the journey of the personal brand in order to have a global vision of all its phases

03

Communicating a consistent and positive digital identity







04

Develop the skills and competencies necessary for personal brand management

05

Carry out a strategy of online and offline actions for the monetization of the personal brand

06

Establish a strategy to maintain a positive corporate reputation and know how to manage a reputation crisis

05

# Structure and Content

The Postgraduate Certificate in Brand Building and Personal Branding consists of a high quality module designed by a teaching team with extensive experience in the field of Corporate Communication. This Postgraduate Certificate offers a complete and updated vision of the fundamental concepts of brand building and Personal Branding, as well as the latest trends and techniques to create and manage them effectively. In addition, it is available in a 100% online format, which offers great flexibility to the student to organize the academic resources according to their needs. Thanks to the Relearning pedagogical methodology, the professional will receive personalized training adapted to his or her learning pace, with the constant support of experts in the field.



“

*Enjoy an academic program developed by leading specialists in the area, which will allow you to obtain the latest knowledge in relation to the Corporate Reputation of the Personal Brand"*

## Syllabus

The Postgraduate Certificate in Brand Building and Personal Branding of TECH Technological University focuses on providing the student with intensive training to improve decision making in the field of Corporate Communication. Its content is designed to develop managerial competencies in uncertain environments and has a curriculum of 150 hours of instruction that includes numerous case studies.

The objective of the program is to enable students to understand Branding from a strategic, innovative and international perspective, focused on professional improvement and excellence in business management. The innovative content of the program is based on the latest trends and is supported by the best educational methodology and an exceptional faculty.

The syllabus of the Postgraduate Certificate in Brand Building and Personal Branding focuses on topics such as Digital Identity and Netiquette, online positioning, leadership and team management, solid corporate reputation and personal brand monetization, among other topics. students analyze these topics studies individually and in teams, allowing them to immerse themselves in real business situations.

It provides solid training in personal branding techniques and allows students to acquire skills to solve critical situations creatively and efficiently. The program is delivered in a 100% online format and uses the Relearning methodology to offer students flexibility in organizing academic resources in a personalized way.

This Postgraduate Certificate is developed over a period of 6 weeks and into 1 module:

### Module 1

Personal Brand Construction. Personal Branding, Digital Identity and Corporate Reputation



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Brand Building and Personal Branding completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

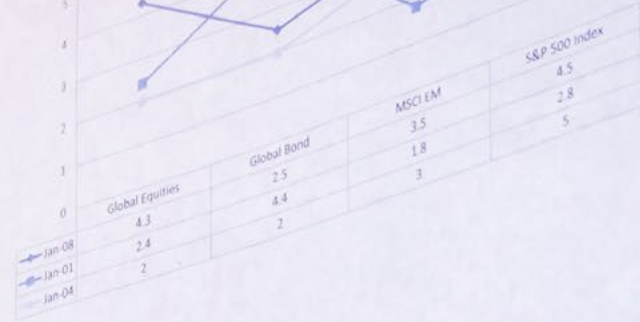
*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Personal Brand Construction. Personal Branding, Digital Identity and Corporate Reputation**

<p><b>1.1. Personal Branding</b></p> <p>1.1.1. Personal Branding Key Aspects</p> <p>1.1.2. Benefits of managing a Personal Brand</p> <p>1.1.3. Personal Branding in the market</p>	<p><b>1.2. Personal branding journey</b></p> <p>1.2.1. Self-awareness phase</p> <p>1.2.2. Purpose phase</p> <p>1.2.3. Positioning and visibility phase</p> <p>1.2.4. Result phase: keys to be the chosen option</p>	<p><b>1.3. Digital Identity and Netiquette</b></p> <p>1.3.1. Digital Identity</p> <p>1.3.2. Netiquette and its impact on personal branding</p> <p>1.3.3. Application of Netiquette in the different platforms</p>	<p><b>1.4. Positioning in the network</b></p> <p>1.4.1. How to know, control and manage online reputation</p> <p>1.4.2. The importance of personal branding in the digital era</p> <p>1.4.3. Keyword research for personal branding</p>
<p><b>1.5. Key skills for building a personal brand</b></p> <p>1.5.1. Effective Communication</p> <p>1.5.2. Leadership and Team Management</p> <p>1.5.3. Critical thinking and problem solving</p>	<p><b>1.6. Corporate reputation of the personal brand</b></p> <p>1.6.1. Strong corporate reputation</p> <p>1.6.2. Online reputation management</p> <p>1.6.3. Corporate reputation and ethics</p>	<p><b>1.7. Monetization of the personal brand</b></p> <p>1.7.1. Niche market research</p> <p>1.7.2. Business model and diversification of income sources</p> <p>1.7.3. Development of proposals and terms and conditions</p>	<p><b>1.8. Innovation in personal branding</b></p> <p>1.8.1. Identification of new opportunities and trends</p> <p>1.8.2. Experimentation with new forms and approaches</p> <p>1.8.3. Design thinking applied to personal branding</p>
<p><b>1.9. Prevention and management of offline and online crisis for personal brands</b></p> <p>1.9.1. Strengthening the personal brand for crisis prevention</p> <p>1.9.2. Offline and online reputation crisis management and online</p> <p>1.9.3. Implementation of post-crisis measures after the crisis</p>	<p><b>1.10. Maintaining and updating the personal brand</b></p> <p>1.10.1. The continuous improvement plan</p> <p>1.10.2. Competency map</p> <p>1.10.3. Review of the action plan</p>		



*TECH allows you to customize your learning process by offering you a wide range of learning resources in multiple formats, both text and multimedia"*





06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The Postgraduate Diploma is aimed at University Graduates and Graduates who have previously completed any of the following degrees in the field of Social, Administrative and Business Sciences, Marketing and Corporate Communication.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Certificate can also be taken by professionals who, being university graduates in any field, have two years of work experience in the field of Digital Marketing







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*If you want to expand your skills in the area of Brand Building and need a degree that is compatible with your job responsibilities, you've come to the right place"*

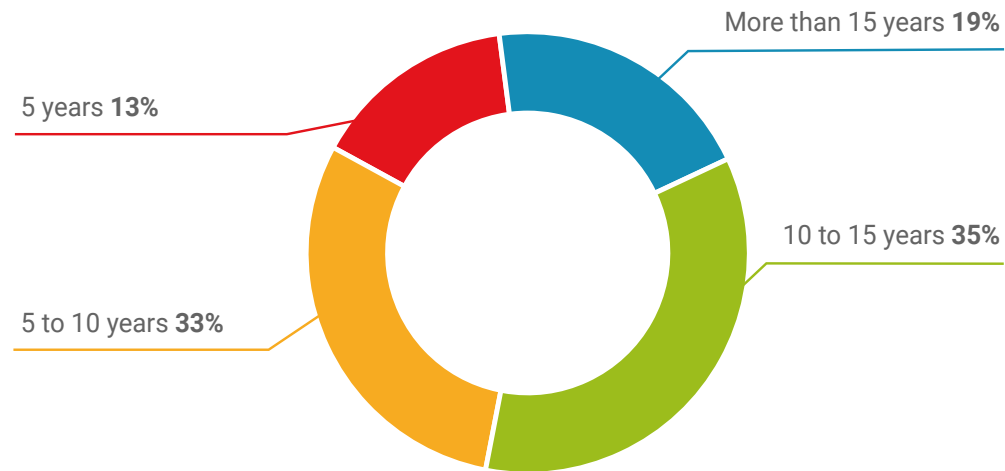
### Average Age

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Between **35** and **45** years old

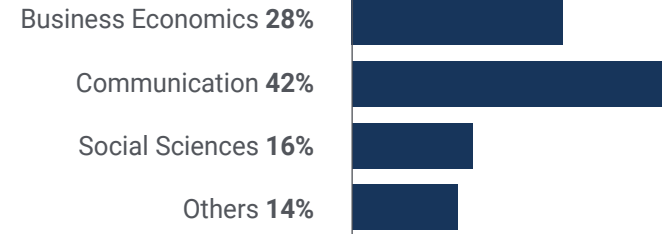
### Years of Experience

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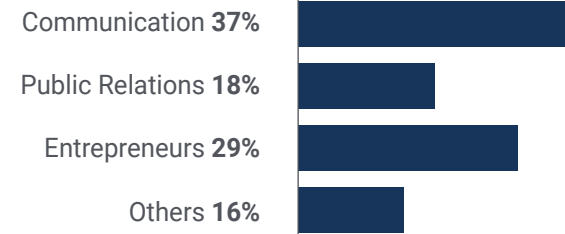
### Training

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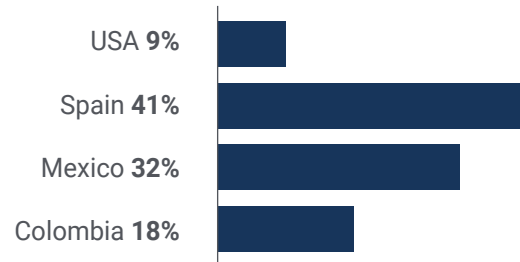
### Educational Profile

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## Geographical Distribution

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## Camila Luis Fernández

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Head of Online Communication

*"Thanks to TECH's Postgraduate Certificate in Brand Building and Personal Branding, I have been able to consolidate the online personal brand of my business and improve my presence in social networks. The training received has allowed me to develop skills in leadership and team management, which has boosted my professional career in the digital sector. I recommend this course to anyone who wants to stand out in today's market"*

08

# Course Management

The teaching staff of this Postgraduate Certificate program is made up of professionals of recognized trajectory in the business and marketing fields. All of them have extensive experience in brand building and Personal Branding, and have worked in leading companies in different sectors. In addition, they are active, which allows them to keep abreast of the latest trends and market developments. As a result, students will be able to learn from their experience and practical knowledge in this ever-growing sector.





*This Postgraduate Certificate is designed by active specialists in Corporate Communication and Brand Building to offer the most up-to-date didactic content"*

## Management



### Ms. Vázquez Viaño, Laura María

- ♦ Director of Marketing and Digital Strategy at Torres y Carrera
- ♦ Client Services Director and Chief Marketing Officer at Roi Scroll
- ♦ Head of Social Media and Digital PR at Havas
- ♦ Senior Communications and Social Media Consultant at Best Relations
- ♦ Junior Account Executive Advertising and PR - Noa Nogueira
- ♦ Lecturer at Universidad Europea Miguel de Cervantes
- ♦ Lecturer at Escuela Internacional de Marketing
- ♦ Teacher in Miguel de Cervantes European University
- ♦ Lecturer at IEBS
- ♦ Degree in Advertising and Public Relations. Double Extraordinary End of Degree Award of the Xunta de Galicia and the University of Vigo
- ♦ Postgraduate degree in Search and Social Media Marketing from the University of Barcelona

## Professors

### Ms. García Sanz, Elena

- ♦ Communications Consultant
- ♦ Head of Communication at the Youth Department of the Provincial Council of Gipuzkoa
- ♦ Head of communications for the launching of the Kühne Business School
- ♦ Degree in Information Sciences from the University of the Basque Country
- ♦ Master's Degree in Digital Marketing and Community Management from Escuela Marketing and Web
- ♦ Expert in Information Service and Citizen Attention by the University of Salamanca
- ♦ Webmaster. Graphic design, web programming and digital marketing by Escuela de Diseño Área School of Design Area
- ♦ Document Management and Archive Administration by Eusko Ikaskuntza & Asmoz Foundation
- ♦ Expert in Economics, Management and Technology of Public Innovation by the School of Economics, Business and Tourism of the University of Alcalá





09

# Impact on Your Career

The Postgraduate Certificate in Brand Building and Personal Branding has a very positive impact on the career of a professional specialized in the sector, as it allows them to develop key skills and competencies in the world of business and communication. Upon completion of the program, the specialist will be able to build and manage personal brands, enhance their online reputation, lead and motivate teams, and make decisions in uncertain environments. All this will give them a competitive advantage in their career and allow them to stand out in an increasingly demanding job market.





“

*TECH's main challenge is to promote your professional growth in the Marketing and Corporate Communication sector in just 6 weeks"*

### Are you ready to take the leap? Excellent professional development awaits you

TECH's Postgraduate Certificate in Brand Building and Personal Branding is an intensive program that prepares you to face challenges and business decisions in the Digital Marketing field. Its main objective is to promote your personal and professional and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

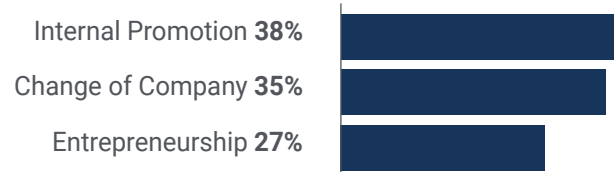
*Grow professionally in your own company or in other top companies in your sector through this Postgraduate Certificate.*

*After completing this Postgraduate Certificate, you will increase your chances of obtaining a relevant salary increase of close to 25%.*

#### Time of change



#### Type of change



## Salary increase

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This program represents a salary increase of more than **23%** for our students.



10

# Benefits for Your Company

Having a specialist in Brand Building and Personal Branding can be a competitive advantage for companies in today's market. Professionals trained in this field are able to develop and strengthen a company's corporate identity, enhance its online and offline reputation, and create a solid personal marketing strategy. In addition, these experts can bring an innovative approach and an international perspective to business decision making, which can result in increased efficiency and profitability.





“

*The Personal Branding manager who has the most advanced knowledge in this area offers the company an excellent asset to improve its online and offline presence"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.



11

# Certificate

The Postgraduate Certificate in Brand Building and Personal Branding guarantees, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Brand Building and Personal Branding** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Brand Building and Personal Branding**

Official N° of hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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